

Bala Logeshwaran

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Highlights

- ~2 years experience in Operations, Business Development & Sales, Partner Management

Education

- **Erode Arts & Science College:** B.Sc Computer Science. Top 20% percentile in batch.

Work Experience

Urban Company, Chennai, Dec 2022 - Present

Business Development Associate, LHP Category, Oct 2023 - Present

- Onboarded 35+ partners with 65 PRs and handled the entire OB cycle from walkins to PR
- Achieved a sales conversion rate of 30% (H2G) from 18% H2G, with improvement of 60%
- Improved the RL to 18% from 25% resulting in an increase in demand of ~300 GRs
- Maintained the NPS for the city at 45% with best achieving 64% in May 2024.
- Ensuring timely fulfillment of the painting sites without delay by coordinating with partners & customers.

Business Development Associate, SHP Category, Apr 2023 - Oct 2023

- Built the partner base from 0 - 1 by getting 40 PRs and 25+ onboarded within a span of two months.
- Achieved a sales conversion rate of 50% (H2G) which is considered the benchmark for H2G
- Achieved an NPS of 60% by ensuring top quality service by coordinating with partners & customers
- Maintained continuous relationship with entire partner base for ensuring smooth operations

Business Development Associate, AC Category, Feb 2023 - Mar 2023

- Onboarded 25+ partners from 40+ walkins within two month's span as a CST agent with conversion ratio greater than 40%.
- Ensured maximum partner activity and less RL by coordinating with partners for timely recharge of subscriptions.

Business Development Associate, SKBC Category, Dec 2022 - Jan 2023

- Onboarded 10+ partners from 30+ walkins within a month's span as a CST agent with conversion ratio greater than 33%.
- Ensured the Request Loss (RL%) to be at 5.5% against the target of 7% throughout the complete Pongal season.

Skills

Technical Skills		Soft Skills		
Sheets & Excel Familiar with formulas & Pivot Table	Powerpoint Familiar with making PPTs in Google Slides & MS Powerpoint	Partner Management	Customer Relationship Management	Project Management